

ORDER



Orders
Order / Rev: 166055
Alt Order #:
Product Desc: Go Bond C 10/9-11/6 order
Estimate:
Flight Dates: 10/09/12 - 11/06/12
Original Date / Rev: 09/07/12 / 09/19/12
Order Type: GENERAL

KOB

Primary AE: Olivia Lawrence
Sales Office: KOB
Sales Region: Local

Agency
Name: Cooney Watson & Associates
Buying Contact:
Billing Contact:
 2201 San Pedro NE
 Albuquerque, NM 87110-4133

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: GO Bonds for Higher Education Camp
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 10/08/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/31/12	26	\$8,445.00	\$7,178.25
11/01/12	11/06/12	4	\$1,650.00	\$1,402.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$8,445.00	\$7,178.25	0.00
November 2012	4	\$1,650.00	\$1,402.50	0.00
Totals	30	\$10,095.00	\$8,580.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KOB	20%	\$10,095.00
Market	100%	\$50,475.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	80%	\$40,380.00

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Order / Rev: 166055 Advertiser: GO Bonds for Higher Education Campaign
 Alt Order #: Product Desc: Go Bond C 10/9-11/6 order KOB
 Flight Dates: 10/09/12 - 11/06/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/09/12	11/04/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a MTWTF--	:30	2	\$175.003		0.00	NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		1		\$175.00			0.00			
		Week: 10/15/12	10/21/12	MTWTF--		2		\$175.00			0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2		\$175.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2		\$175.00			0.00			
N 2	All	10/09/12	11/04/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pMTWTF--	:30	1	\$245.003		0.00	NM	6	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		1		\$245.00			0.00			
		Week: 10/15/12	10/21/12	MTWTF--		1		\$245.00			0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2		\$245.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2		\$245.00			0.00			
N 3	All	10/09/12	11/04/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a -----S-	:30	1	\$400.003		0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1		\$400.00			0.00			
		Week: 10/15/12	10/21/12	-----S-		1		\$400.00			0.00			
		Week: 10/22/12	10/28/12	-----S-		1		\$400.00			0.00			
		Week: 10/29/12	11/04/12	-----S-		1		\$400.00			0.00			
N 4	All	10/15/12	11/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	2	\$600.002		0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		2		\$600.00			0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2		\$600.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2		\$600.00			0.00			
		Week: 11/05/12	11/11/12	MT-----		1		\$600.00			0.00			
N 5	All	10/15/12	11/04/12	News 4 @ 630p Sat News 4 @ 630p Sat	CM	Sa 630p-7p -----S-	:30	1	\$300.002		0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1		\$300.00			0.00			
		Week: 10/22/12	10/28/12	-----S-		1		\$300.00			0.00			
		Week: 10/29/12	11/04/12	-----S-		1		\$300.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	All	10/29/12-11/04/12	News 4 @ 630p Sat		Sa 630p-7p		-----Sa--	:30	(\$300.00)	0.00	NM		
				Credited										
				[News is scheduled at 5p & 530p due to Breeders Cup/ Re-order]										
N 6	All	10/15/12	10/28/12	Inside Edition Sunday Inside Edition Sunday	CM	Su 1035p-1105p -----S	:30	1	\$175.003		0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$175.00			0.00			
		Week: 10/22/12	10/28/12	-----S		1		\$175.00			0.00			
N 7	All	11/05/12	11/06/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pM-----	:30	1	\$350.002		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$350.00			0.00			
N 8	All	11/03/12	11/03/12	News 4 Special Sa 530p News 4 Special Sa 530p-6p	CM	Sa 530p-6p -----S-	:30	1	\$300.004		0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1		\$300.00			0.00			

*Tax 1 Note: ABQ 7%.

Totals 30 \$10,095.00